

Message Text

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INFO OCT-01 EUR-25 ISO-00 CIAE-00 EB-11 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 /076 R

66651

DRAFTED BY: COM/BEWT/EE/JARREICHEL

APPROVED BY: EB/OCA/REP:LKLIEFORTH

COM/BEWT/EE/RDSEVERANCE

COM/BEWT/OEWD/AWEISS

COM/BEWT/OEWD:BTHOMPSON

STATE/EUR/CE/JBECKER

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COM/BEWT/OEWD/SABRAHAMSON

EB/ITP/EWT:MLORIMER

EB/OCA/BR:HCAHILL

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R 021655Z OCT 74

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E.O. 11652: GDS

TAGS: BEXP, GE, AU

SUBJECT: PROPOSED TRADE PROMOTION EVENTS IN GDR, 1975

1. THE FOLLOWING IS A TENTATIVE SCHEDULE OF EVENTS DESIGNED TO INITIATE TRADE PROMOTION PROGRAM IN GDR. EVENTS ARE INTENDED TO DEMONSTRATE COMMERCE AND US BUSINESS INTEREST IN GDR MARKET, NOW THAT OFFICIAL RELATIONS HAVE BEEN ESTABLISHED BETWEEN US AND GDR. IT IS ALSO HOPED THAT THESE EVENTS WILL OBTAIN FOR PARTICIPATING COMPANIES WIDEST POSSIBLE CONTACTS WITH GDR FOREIGN TRADES AND OFFICIALS AND CONTRIBUTE TO THE DEVELOPMENT OF WORKING RELATIONSHIPS BETWEEN COMMERCE AND THE RESPONSIBLE GDR ORGANIZATIONS.

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WM THE EVENTS LISTED BELOW ARE FOR CALENDAR YEAR 1975.
THIS IS A PRELIMINARY SCHEDULE AND IS NOT INTENDED TO BE FINAL
OR ALL-INCLUSIVE.

DATE	EVENT
MARCH	LEIPZIG FAIR--COMMERCE INFORMATION BOOTH: "DOING BUSINESS WITH THE USA"
APRIL-MAY	EXECUTIVE-LEVEL TRADE MISSION
JUNE	SPECIALIZED TRADE MISSION--PACKAGING EQUIPMENT
SEPTEMBER	LEIPZIG FAIR--COMMERCE EXHIBIT OF INDUSTRIAL EQUIPMENT-- THEME TO BE SELECTED

3. MISSION IS REQUESTED TO DISCUSS THIS SCHEDULE WITH APPROPRIATE
GDR OFFICIALS AND TRADERS TO ASCERTAIN WHETHER USG SPONSORED
EVENTS ARE ACCEPTABLE TO HOST GOVERNMENT. WE WOULD LIKE
ASSURANCES FROM THE GDR GOVERNMENT. THAT THESE TRADE
PROMOTION EVENTS ARE ACCEPTABLE, (1) AS A MATTER OF POLICY, AND
(2) AS AN EVENT OR PRODUCT THEME SUITABLE TO THE GDR MARKET.

4. OUR GENERAL POSITION ON TRADE PROMOTION EVENTS IS THAT NO
USEFUL PURPOSE IS SERVED BY SCHEDULING COMMERCE-INITIATED EVENTS
IN WHICH THE APPROPRIATE MINISTRIES OR BUYING ORGANIZATIONS
ARE NOT INTERESTED. IT IS, THEREFORE, OF GREATEST IMPORTANCE TO
OUR PROGRAM THAT THE POST ASCERTAIN SPECIFICALLY THAT THE
INTEREST DOES OR DOES NOT EXIST AND WHETHER THE EVENT WOULD BE
SANCTIONED, ENDORSED OR SPONSORED BY APPROPRIATE LOCAL
ORGANIZATIONS. RESPONSE SHOULD GIVE NAMES AND POSITIONS OF
OFFICIALS CONTRACTED AND ANY VIEWS ABOUT VIABILITY OF THEME,
TIMING AND TYPE OF EVENT, SUGGESTED US PARTICIPANTS, ETC.

5. WE ALSO WOULD LIKE MISSION'S COMMENTS ON THE APPROPRIATENESS
OF THE PROGRAM. MISSION SHOULD INDICATE WHAT EVENTS IT BELIEVES
WOULD NOT BE APPRECIATED OR USEFUL, AS WELL AS SUGGESTING
ADDITIONAL TYPES OF EVENTS WHICH SHOULD BE CONSIDERED. IN
THIS CONNECTION WE WOULD APPRECIATE KNOWING WHETHER LEIPZIG
FAIR IN SEPTEMBER COVERS CATEGORIES OF INDUSTRIAL GOODS WHICH
WOULD OFFER PROMISING THEMES FOR COMMERCE EXHIBIT. OTHER
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COMMENTS ARE WELCOME.

6. FYI: EXECUTIVE-LEVEL TRADE MISSION IS A SPECIAL FORM OF TRADE
MISSION WHICH BRINGS GROUPS OF PRESIDENTIAL OR EXECUTIVE, VICE-
PRESIDENTIAL-LEVEL OFFICIALS OF US FIRMS TO ONE COUNTRY FOR
CONCENTRATED DISCUSSIONS WITH RAKING TRADE OFFICIALS OF THE
HOST COUNTRY MISSION IS LED BY YSG OFFICIAL OF SUITABLE RANK.
MISSION IS OF HORIZONTAL INDUSTRIAL MAKEUP. PREVIOUS EXECUTIVE

MISSIONS HAVE BEEN TO THE SOVIET UNION, HUNGARY AND CZECHOSLOVAKIA.
END FYI.

7. MONEY ALLOTTED FOR EVENTS IN FISCAL 1975 IS AS FOLLOWS:

LEIPZIG FAIR INFORMATION BOOTH--\$15,000

EXECUTIVE-LEVEL TRADE MISSION --\$15,000

COMMERCE WOULD APPRECIATE US MISSION COMMENT ON ADEQUACY OF
THESE AMOUNTS. SUPPORT FOR PACKAGING MISSION WILL COME FROM
MISSION BUDGET. INGERSOLL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 02 OCT 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: golinofr
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE216939
Document Source: CORE
Document Unique ID: 00
Drafter: COM/BEWT/EE/JARREICHEL
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740279-0187
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19741079/aaaacpgv.tel
Line Count: 124
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 20 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <20 MAR 2002 by martinml>; APPROVED <21 MAY 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PROPOSED TRADE PROMOTION EVENTS IN GDR, 1975
TAGS: BEXP, GC, AU
To: BERLIN
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005